



Event Hours 7 to 10 PM

2021 Sponsorship Opportunities

Presidential Sponsor

\$10,000 Investment

As a presenting sponsor, you will have the highest level of visibility throughout the event area as well as pre-event publications and marketing materials. Your logo will also appear on all July 4th event advertising.

At the "Presidential Level" your partnership package will include:

- 20 tickets to VIP viewing area
- Company logo on banner over First Street and throughout event area
- Company logo and link on event website
- Company logo on event posters and all press releases
- Company Promos and recognition made throughout event area on sound system along the Sanford RiverWalk
- Company recognition on social media event promotion
- Up to five (5) Company signs or banners in event area (sponsor provides)
- Exhibit spaces at the event (10x10 tent, tables and chairs provided)
- Listed as Presenting Sponsor on fireworks soundtrack
- Maximum of one Presidential Sponsor



All American
\$5,000 Investment

At the “All American Level” your partnership package will include:

- 10 tickets to VIP viewing area
- Company logo on banner over First Street
- Company logo and link on event website
- Company logo on event posters and all press releases
- Three (3) Company Signs or banners in event area (sponsor provides)
- Company Promos made throughout event area on sound system along the Sanford RiverWalk
- Exhibit area at the event (10x10 tent, tables and chairs provided)
- Maximum of two (2) All American Sponsors

Patriot
\$2,500 Investment

At the “Patriot Level” your partnership package will include:

- 6 tickets to VIP viewing area
- Company Logo and link on event website
- Company Logo on event press releases
- Company recognition throughout event area via sound system along the Sanford RiverWalk
- Two (2) Company signs or banners in event area (sponsor provides)
- 10x10 exhibit space (sponsor provides tent, tables, chairs)

Liberty
\$1,000 Investment

At the “Liberty Level” your partnership package will include:

- 2 Tickets to VIP viewing area
- Company logo on event press releases
- Company banner in event area (sponsor provides)
- 10x10 exhibit space (sponsor provides tent, table and chairs)





Sunday, July 4th, 2021

Ft. Mellon Park - Sanford RiverWalk
Event 7 to 10PM – Fireworks at 9:15PM
Registration Deadline – Monday, June 21, 2021

2021 SPONSOR REGISTRATION FORM

Sponsor Information:

Business Name: _____ Contact Name: _____

Mailing Address: _____
Street Address/ PO Box City State Zip

Business Phone (daytime): _____ Cell Phone (during event hours): _____

Fax: _____ Email: _____

Description of business, or services and ALL products on display (attach separate sheet if necessary): _____

Registration:

Sponsor Booth: ☐ Booth on-site ☐ No Booth on-site

Booth Space Please Circle: 10 x 10 10 x 20 space

Strolling Vendor (maximum 4)

Electricity (limited availability)

Sponsor must supply own tent, tables and chairs. Each business, whether for-profit or non-profit, will be reviewed to determine suitability for participation in the event. A tent is required for participation and **must have** the proper weighting for safety and be in good condition with no holes, tears or patches. White tents are preferred but not mandatory. ***Proof of Business License Required If Providing a Booth***

Electricity required: ☐ No ☐ Yes If yes, 110 amps only. Please list each appliance that will be used, its purpose and the number of amps required for its operation on a separate piece of paper and include with payment. Availability of electricity is limited and on a first come basis.

NO REFUNDS will be made for failure to comply.

City of Sanford Recreation
Attn: Jerry Sullivan
Jerry.Sullivan@SanfordFL.gov
Mailing: Post Office Box 1788 •Sanford, FL 32772-1788
300 North Park Avenue Sanford, FL 32771
407.688.5120

Sponsor Level (please circle)

Presidential (1) \$10,000 – All American (2) \$5,000 – Patriot \$2,500 – Liberty \$1000 - Total Submitted \$_____

Check • Money Order • Debit/Credit Card

FOR OFFICE USE ONLY

Date Received:_____ Approved:_____ Amount: \$_____ Check/CC #_____ Receipt #_____

Event Regulations:

- Spaces are available on a first-come, first-served basis. Sub-leasing of sponsor spaces is prohibited without prior authorization. Sponsor placement will be determined by City staff.
- No fireworks, sparklers or other explosive devices are to be sold or handed out. No flea market, resale or carnival type items.
- No food, water or beverage sales are allowed to be sold from your booth, including free water or food samples.
- Sponsor displays must stay in designated space. This includes display racks, tables, etc. Sponsor may not stroll event area without additional authorization and specific Strolling Vendor permit and issued Badges.
- Sponsor understands the Celebration will occur rain or shine and the City of Sanford is not responsible for any reimbursements of losses due to inclement weather.
- Set-up begins at 4 PM. Vehicles **must** be removed by 5 PM. Booths **must** be set up and staffed from 6 –10 PM.
- Sponsors may not demonstrate in any manner their reason for existence other than by displaying the name of the group or organization and/or providing samples of literature about their organization, product(s) and/or service(s).
- Break-down/strike may not occur prior to fireworks finale. Cars will not be allowed in event area until after the fireworks and the roads are clear of pedestrian traffic.
- All garbage, product & equipment must be removed from allocated space at the end of the event. The rental space must be in the same condition as when Sponsor assumed occupancy.
- Sponsors grants full permission to the City of Sanford and/or their authorized agents to use any photographs, videotapes, recordings or any other record on this event for any legitimate purpose.



Hold Harmless & Signature:

By signing this application, I hereby agree to abide by the terms and conditions as defined above. I also agree to Indemnify, Hold Harmless and Defend the City of Sanford, its elected and appointed officials, employees, agents and volunteers, and their heirs, representatives, successors, executors, administrators and assigns from and against any and all suits and actions including attorneys fees and all costs of litigation and judgments, claims for damages or injuries, including death, to persons or property of whatever kind or character, whether real, personal or mixed, asserted or occurring from every name and description arising out of or incidental to the 4th of July Celebration whether or not due to or caused by the negligence of the City of Sanford, excluding only the sole negligence of the City of Sanford. This provision shall also pertain to any claims against the City of Sanford by any employee or volunteer of Sponsor or anyone directly or indirectly employed by Sponsor. I agree that this is a binding agreement that is intended to be as broad and inclusive as allowed and shall be governed by, construed and enforced in accordance with the laws of the State of Florida.

This ____ day of _____, 2021

Authorized Signature

Print Name

Title (President, Treasurer, etc.)

Signed in the presence of two witnesses or a Notary Public:

Print Name

Signature

Date

Print Name

Signature

Date

Sworn to and subscribed before me on this ____ day of _____, 2021.

Notary Public

My Commission Expires



CITY OF
SANFORD
PARKS & RECREATION
DEPARTMENT